

FOR OUTSTANDING RESULTS...

**THE IBM ELECTRIC
EXECUTIVE TYPEWRITER**



The new IBM Electric Executive Typewriter, completely re-engineered and redesigned, brings to typing the grace and easy readability usually associated with fine printing. Incorporating the IBM spacing principle, which gives each character the amount of space required according to its width, rather than an equal amount of space regardless of width, the Executive Typewriter is available in any one of four specially styled type faces.

All-electric operation, controlled impression, and uniformity of results make the IBM Executive Typewriter ideal for preparing master copy for effective sales letters, bulletins, and booklets, as well as distinctive-looking correspondence.

OUTSTANDING FEATURES

IBM SPACING PRINCIPLE Each character takes the amount of space it requires, determined by width, rather than an equal amount of space regardless of width, as in ordinary typewriter spacing.

Ordinary Spacing abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

IBM Executive	abcdefghijklmnopqrstuvwxyz
Typewriter Spacing	ABCDEFGHIJKLMNOPQRSTUVWXYZ

CARBON PAPER RIBBON Each impression is made with a fresh deposit of carbon. Use of the carbon paper ribbon assures greater consistency of color and a cleaner, sharper impression than ever before possible.

WORD EXPANSION An Automatic Word Expander Lever conveniently located above the keyboard inserts an additional 1/32 of an inch between letters for emphasis in headings.

Regular IBM ELECTRIC EXECUTIVE TYPEWRITER

Expanded IBM ELECTRIC EXECUTIVE TYPEWRITER

Two space bars make possible the expansion or contraction of entire sentences. One bar moves the carriage two units of $1/32$ of an inch each. The other moves the carriage three units. Through the selective use of these space bars a variety of attractive arrangements in spacing may be obtained.

STYLED TYPE Four type faces are available: 12 point Bold Face, 12 point Secretarial, 11 point Documentary and 10 point Modern.

Bold Face This is a sample of 12 point Bold Face type.

Secretarial This is a sample of 12 point Secretarial type.

Documentary This is a sample of 11 point Documentary type.

Modern This is a sample of 10 point Modern type.

STRAIGHT RIGHT HAND MARGIN The IBM spacing principle embodied in the Executive Typewriter makes possible preparation of copy with an even right hand margin.

THE COPY FOR THIS ADVERTISEMENT WAS PREPARED ON AN
IBM ELECTRIC EXECUTIVE TYPEWRITER WITH MODERN TYPE.

IBM

ELECTRIC TYPEWRITERS—Electric Punched Card Accounting Machines and Service Bureau Facilities • Electric Clock, Time Recording, and Time Signaling Systems • Proof Machines

International Business Machines Corporation, World Headquarters Building, 590 Madison Avenue, New York 22, N.Y.